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1NCE's four founders explain how simple, flat rate connectivity is revolutionising the world of IoT

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Connectivity at 1NCE – what the IoT world has been waiting for

When 1NCE burst onto the IoT scene in early 2018 few were sure what to make of the company's revolutionary offering, the unique 1NCE Lifetime Fee, which offers connectivity for B2B applications for the pre-paid price of €10 for ten years of the device lifetime. The offering is the world's first IoT flat rate proposition and includes 500 MB of data volume and 250 SMS as well as the SIM card and free access to the web-based 1NCE Connectivity Management Platform and the 1NCE application programme interface (API)

The surprise in the market came from the fact that nobody else had thought to develop a simple, fire and forget, pre-paid connectivity offering to support IoT devices and applications. What the Internet of Things needs, as it approaches maturity and deployed devices start to ramp up towards the double-digits of billions, is high quality connectivity with predictable pricing that enables IoT organisations to have full insight into their

connectivity costs for the lifetime of the device. Add to that, the automation inherent within the 1NCE platform and customers can access unparalleled flexibility at an ultra-competitive price point.

The appetite for the offering in the market place has since proven to be clear with 1NCE announcing that it has on-boarded more than 1,000 customer organisations via its webshop ▶



We provide IoT connectivity faster and cheaper than ever before in the easiest way



Alexander Sator

in the first five months of operation. The company now counts customers in almost all industries and sectors among its growing customer footprint. IoT Now recently caught up with the company's founders; Alexander Sator, the chief executive officer, Kim Juchem, the chief operating officer, Younes Allaki, the chief technology officer and Alexander Bufalino, the chief sales officer, to hear how the first year has gone and to look ahead to how the simple idea of flat rate connectivity will transform the IoT world further

IoT Now: How does the 1NCE offering change the world of IoT?

Alexander Sator: We provide IoT connectivity faster and cheaper than ever before in the easiest way. By doing so, we completely disrupt the way IoT connectivity has been provided and the way in which it was sold to customers previously. Our customers can order their SIM cards in our 1NCE Webshop and have them at their site only two-to-three business days later. Furthermore, our all-inclusive pre-paid model provides maximum price transparency – all the costs involved for connecting your device for up to ten years are included.

Our network delivers tier one quality of service and it's this that makes our services more reliable and predictable than those of our competitors



Alexander Bufalino

IoT Now: What's more important to customers, the low price point or the simplicity of the proposition?

Alexander Bufalino: To be fair, our pricing is very attractive, but it's not the key reason why customers choose 1NCE. We serve enterprise customers who demand the best quality, therefore we are the only IoT carrier in the market to focus on providing tier one grade managed connectivity services for IoT applications. Our network delivers tier one quality of service and it's this that makes our services more reliable and predictable than those of our competitors.

IoT Now: As IoT matures and the volume increases, is the management of device connectivity becoming a greater concern than the connectivity itself?

Kim Juchem: We don't believe that either managing the connectivity or choosing the right connectivity solution should be of great concern for IoT customers. However, these topics are often still a concern because most providers are not dedicating their products and services clearly and solely to IoT. 1NCE on



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Kim Juchem



Younes Allaki

the contrary has designed and developed all its services and products for IoT only.

The INCE management team has been in direct contact with IoT and M2M customers for more than 20 years and knows the exact pain points that hinder large deployments. These pain points are the complex pricing models that confuse customers and the demand for continuous cost monitoring. If you really want to deploy millions of devices this is not the right approach. Our answer, therefore, is pay once, connect and forget.

IoT Now: What role do you see INCE having in guiding customers through the connectivity selection process? There's a bewildering array of options available.

Younes Allaki: There are too many options for connectivity at the moment. We don't see any necessity for either non-transparent tariff jungles or complex service bundles because it forces customers to make exact predictions on data consumption regardless of whether their application requires a few kilobytes or thousands of megabytes. Our IoT Flat Rate proposition is the convenient answer – it

comprises of enough data volume to connect a low broadband application for up to ten years.

Another discussion to conclude is the choice of the bearer technology – customers are faced with multiple options such as narrowband IoT (NB-IoT) and LTE-M on one hand to LoRa and SigFox on the other. Our answer again is as simple as it gets – since we see cellular-based technologies as superior to unlicensed spectrum-based technologies, we support all common cellular standards like 4G, 3G and 2G as well as NB-IoT and LTE-M within our offering.

IoT Now: INCE is disrupting the traditional IoT connectivity model. Do you see the company as an enabler of mass market IoT because of your ability to break down the barriers to accessing consistent, global connectivity and to remove complexity from the management side?

Alexander Sator: Within only five months we have sold more than one million SIM cards. This number not only proves that customers embrace our offering but that they have been



We have more than 1,000 customers already. Our SIM cards are used in almost every industry or sector

waiting for it for a long time. One customer, who runs a tracking device for bicycles with the 1NCE Lifetime Fee, came to me and said that, with our offering, his whole business case became positive because all costs to run his application were already included as a minimum capex item whereas, with other offerings, it had always been a tricky opex calculation. Prior to 1NCE he didn't know exactly what connectivity costs he could expect because the pricing could change multiple times during the lifetime of his application.

IoT Now: To what extent is the simplicity of your proposition enabling companies of all types - not just IoT specialists - to procure connectivity for their services?

Younes Allaki: Traditional pricing models include costs for every single element the customer demands. There is a specific fee or rate plan for roaming, a fee for the data volume included or the amount of SMS needed and so on. These fees are usually recurring on a monthly basis. On top of that, there are one-time fees for either the material costs of the SIM card or the setup of the access point name (APN).

These pricing models rely on the legacy of consumer-based mobile businesses, which are characterised by starting at a minimum basic service level and adding fees for every additional service. However, the IoT market is in clear contrast to a consumer-centric market and approach – it is a large-scale enterprise business where customers are used to having premium services on a global level. Therefore,

the product design needs to respond to these requirements. All our services fully meet enterprise customer demands by starting at this stage: Our 1NCE Lifetime Fee includes all the necessary features, such as roaming in our footprint or the material costs for the SIM to connect IoT applications for up to ten years.

IoT Now: How transformative is it that, through your web shop, you put customers in direct control of their connectivity?

Kim Juchem: 1NCE customers get their SIM cards within two or three business days after they have completed the payment, regardless of whether a standard IoT grade plastic SIM or our embedded SIM is ordered. Our self-service system allows for maximum flexibility and revolutionises how IoT customers can plan and schedule their deployments. There is no minimum order quantity. Customers can order the number of SIMs in accordance with their needs and production plans at any time.

Can you give examples of the types of services and business models that 1NCE is enabling for customers?

Alexander Bufalino: We have sold more than one million cards to more than 1,000 customers already. Our SIM cards are used in almost every industry or sector. We see a lot of demand coming from the utility sector for applications such as smart metering, but also from the automotive industry to connect cars in order to measure driver behaviour. Furthermore, tracking devices for moving assets such as caravans or bicycles but also for pets or elderly people are typical use cases. ■